

Agricultural Marketing Outreach Conference

MODESTO, CALIFORNIA

October 31 – November 2, 2000

Registration Form

REGISTRATION SUBJECT TO SPACE AVAILABILITY.

Name _____

Institution/Company/Government Agency _____

Mailing Address _____

City _____ State _____ Zip code _____

Telephone _____ Fax _____ Email _____

General Information

☐ Farmer (Scholarship Recipient)

☐ Private Industry

☐ Government Employee

☐ Farmer

☐ College/University Employee

☐ Other _____

Special Needs:

☐ Hearing Impaired (Interpreter Needed)

☐ Special Accommodations _____

Registration is accepted by mail *and via fax with a credit card*: FAX (805) 756-7601

The \$150 registration fee includes admission to all events including two lunches, two dinners and workshops. All cancellations and refund requests must be submitted in writing. Cancellations made prior to October 17 will be refunded their full payment minus a \$20 administrative fee. After this date, cancellations will be charged a \$60 fee to cover additional programming costs.

☐ Master Card

☐ Visa

☐ American Express

☐ Discover Card

☐ Check

Credit Card Number _____

Expiration Date _____

Credit Card Authorized Signature _____

Check Number/Amount _____

returned checks will be assessed a \$35 charge

Please make checks **payable to:** Cal Poly Foundation
mail to: Conference Services–USDA Marketing Conference
California Polytechnic State University
San Luis Obispo, California 93407

Please visit our web site at: http://www.calpoly.edu/~cagr/usda_conference2000.htm
For additional information: (888) CP-SLO-AG (888) 277-5624 Email: cagr@calpoly.edu

KEEP A COPY OF YOUR REGISTRATION FORM AS CONFIRMATION

Agricultural Marketing Outreach Topic Preference

For planning purposes please indicate your top four topics (rank 1-4) for each column.

Tuesday PM Oct. 31 Roadmaps for Success

- ☐ Record Keeping
- ☐ ABCs of Loans and Grants
- ☐ Creating Marketing Opportunities through Involvement
- ☐ Developing Basic Strategic/Marketing Plans
- ☐ Accessing and Using Market Information
- ☐ Challenges and Pitfalls of Purchasing Inputs

Wednesday AM Nov. 1 Enhancing Product Marketability and Marketing Options

- ☐ Contracting Opportunities and Dealing with Wholesalers
- ☐ Food Quality and Safety
- ☐ PACA Rights and Small Farmers
- ☐ Federal Procurement Programs
- ☐ Marketing Cooperatives
- ☐ Access to Export Markets

Thursday AM Nov. 2 New Products and New Markets

- ☐ New Products – Fruits, Nuts & Vegetables
- ☐ New Products – Other Crops
- ☐ New Products – Livestock
- ☐ Agrotourism and Value Added
- ☐ Direct Consumer Marketing
- ☐ New Horizons

Tours and Demonstrations **Wednesday PM Nov. 1**

Please rank in order of preference the six choices for tours/demonstrations. Every effort will be made to accommodate your top choice, however space on each tour/demonstration is limited. Each conference attendee will be able to participate in one tour/demonstration. All tours/demonstrations will conclude at the Modesto Agricultural Center for a barbecue dinner hosted by the local agricultural industry.

- ☐ 1. Tour the Modesto Ag Center followed by a visit to Resendiz Farm. Resendiz Farm specializes as a family owned fruit "barn" including bakery, educational agriculture park and picnic grounds.
- ☐ 2. Visit Vella Farms followed by a tour of the Modesto Ag Center. Vella Farms specializes as a bakery, gift shop, grocery and producer of specialty foods. Produce grown on site and tours of the hydroponics greenhouse are offered.
- ☐ 3. Visit Sciabica & Sons and Just Tomatoes. For 11 consecutive years, Nick Sciabica & Sons' Olive Oils have won gold medals from culinary associations. Just Tomatoes is a nationally known producer of unique dried fruits and vegetables.
- ☐ 4. Visit Beck's Specialty Fowl Farm and Modesto Junior College animal units. Learn about pheasant, chuckar and other specialty fowl. An ultrasound demonstration, live animal evaluation, and a tour of the swine facility will be provided at Modesto Junior College.
- ☐ 5. Attend a workshop on soils and pest control for producing California crops at the Modesto Agricultural Center.
- ☐ 6. Attend a computer basics workshop at Modesto Junior College. Participants will learn the basics of using a computer to access the internet and visit agricultural marketing web sites.